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**ST. PETERSBURG, FLA  
TIMES**

M. 116,399  
S. 120,731

Front Page Edit Page Other Page

Date: APR 6 1964



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... keynote speaker

**Community  
Plan Seminar  
Is Saturday**

When the first St. Petersburg Assembly is staged here Saturday at Florida Presbyterian College, its concept of "strategic planning" will be borrowed from an unusual personality in business management.

The keynote of the all-day session will come from Edward J. Green of Westinghouse Air Brake, an acclaimed consultant on how to provide for change and growth.

This seminar in community planning will be comprised of 50 invited citizens chosen to be a cross-section of the community, will begin with breakfast at 8 a.m., and last until 5 p.m.

A VICE PRESIDENT of planning and marketing for Westinghouse, and a lecturer for the American Management Association, Green is a native of Rochester who resides in Pittsburgh. He outlined his concept last year for a Stanford Research Institute conference on planning for industrial growth. There must be, he said, "a plan for planning."

Green has written: "One of the important functions of strategic planning is to create a sound working balance between goals and resources . . . The resources must be allocated, or the goal eliminated."

The guest speaker has a background which extends into politics, promotion and foreign affairs, as well as marketing.

Green went into life insurance after graduation from Bethany College in 1930. In the 1933-41 period he was an officer of a pension consulting firm in Indianapolis, and he took time to serve as a state senator. This period culminated when, in 1941, a citizen jury named him for the Indiana Distinguished Service Award, as most outstanding Hoosier under 40 years of age.

**EARLY IN WORLD** War II, he was a U.S. Navy officer engaged in public relations. Later, and after the war, he served with the Office of Strategic Services and the Central Intelligence Agency, commanding a Balkan operation base, and becoming deputy chief of the German mission. He was awarded the Legion of Merit. He did post-war graduate study at American University and he holds an MPA from the University of Pittsburgh graduate school of public and international affairs.

In 1952, Green served Gen. Dwight D. Eisenhower in his presidential campaign as personal assistant.

He is a member of various national councils in the marketing and industrial realm, and in Pittsburgh he is Chamber of Commerce vice president for public affairs, a United Fund chairman and a member of the mayor's Committee on Economic Development.

Green belongs to the Foreign Policy Association, the United Nations Association, and the International Municipal League council.

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